Welcome to Hobart Canada's E-Learning Live! Program

Thursday, September 6th, 2012
Traulsen 'G' Series Refrigeration

***** IMPORTANT *****

Our Webcast Will Begin Momentarily

PLEASE PLACE YOUR PHONE ON MUTE

Welcome!

Welcome to this installment of Hobart Canada's e-learning program.

What you'll learn today:

- Features and benefits of Hobart Canada leading products.
- Competitive camparison's and unique selling features.
- New products just being released to the market.
- Interaction with Hobart's product marketing team.

Hobart Canada 2012 Dealer Program
Training Calendar 11

HOBART CANADA E-LEARNING

New for 2012!

Hobart Canada is proud to introduce an industry first by offering a scheduled live Web-based product training program for all of our dealer associates and sales professionals across Canada. See below for our E-learning live schedule. All sessions are one hour in length, and only require a phone call and an Internet connection. Register today to reserve your spot at one of these great new training events.

Month	Topic
January 19th 11am January 31st 2pm	Hobart Undercounter and Door-Type Warewashers
February 7th 11am February 23rd 2pm	Vulcan Ranges and Fryers
March 8th 11am March 26th 2pm	Berkel and Hobart Slicers
April 10th 11am April 19th 2pm	Baxter Baking Products
May 10th 11am May 29th 2pm	Traulsen R & A Series Refrigerators and Freezers
June 5th 11am June 21st 2pm	Conveyor and Flight-Type Warewashers

Month	Topic
July 12th 11am	Hobart and Berkel Mixers
August 9th 11am	Waste and Pulping
September 6th 11am September 18th 2pm	Traulsen Reach-In Refrigerators and Freezers
October 4th 11am October 30th 2pm	Vulcan Ovens and Steamers
November 8th 11am November 27th 2pm	Hobart Peelers and Food Processors
December 12th 11am	Vulcan Griddles and Charbroilers

All start times are Eastern Standard/Daylight Time
Register today at www.hobart.ca/dealer-access

Live from Toronto

HOBART CANADA

Mark Schilling

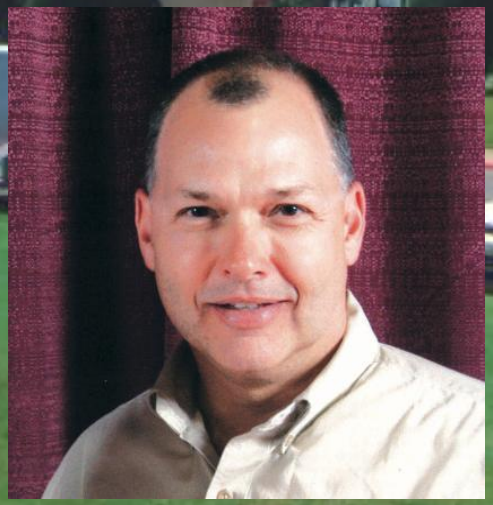
Sundisha Koonjul

Mario Benacquista

Live from Fort Worth

Traulsen
TRUSTED.

John Davis



Scott Mallernee

James Piliero

Traulsen: G - Series

e-learning Live

From 5-Star, white tablecloth restaurants…

Traulsen
TRUSTED.

Traulsen is…

Traulsen
TRUSTED.

Voted Best-In-Class Upright/Reach-In by both Operators & Consultants

FE & S Magazine 2010

Recognized as the premier brand of commercial refrigeration equipment on the market today!

Let's see why!

Cheaper product is available, is it worth it?

The Importance of Quality Refrigeration

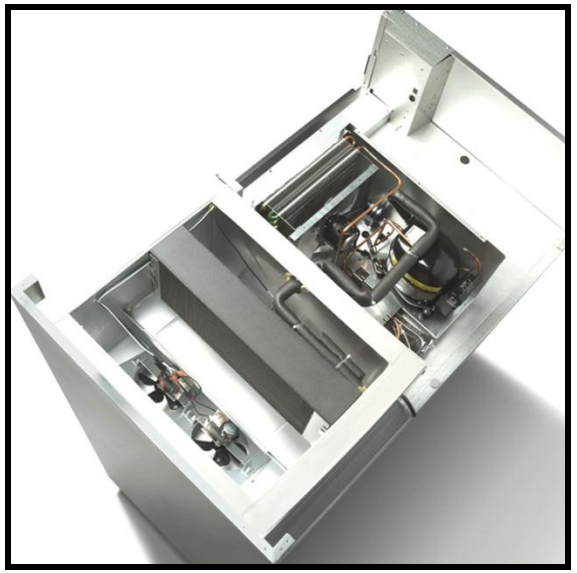
- **Although they may have a higher purchase price than some other brands, consider…**

  - Alone among kitchen equipment, only the refrigeration operates 24/7, so efficiency & reliability are key concerns
  - It is also the only one which can cause $100's or $1,000's food waste in a single day
  - Then there are all the food safety & food cost implications of improper holding temps

- **Traulsen's high value refrigeration equipment promises very real ownership benefits designed to positively impact your customers bottom line**

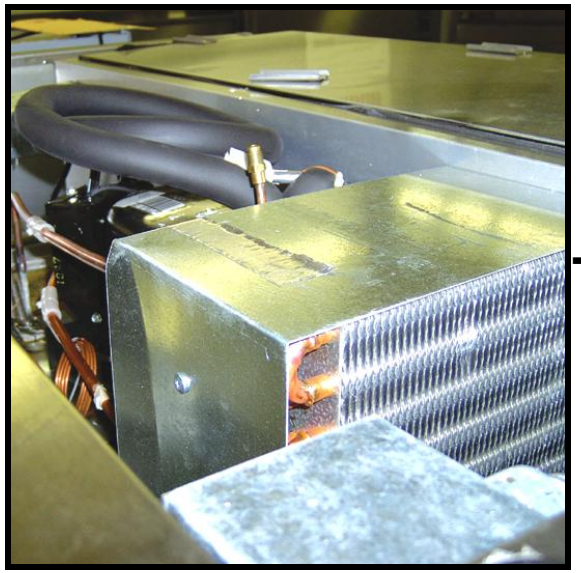
Traulsen vs. Competition: Systems

- **Traulsen's refrigeration system design**
  - Top mounted only
  - Balanced components with large coils
  - Easy to clean condenser location
  - TXV metering device, responds to demand
  - Brazed connections, much more leak resistant than flare fittings



Traulsen

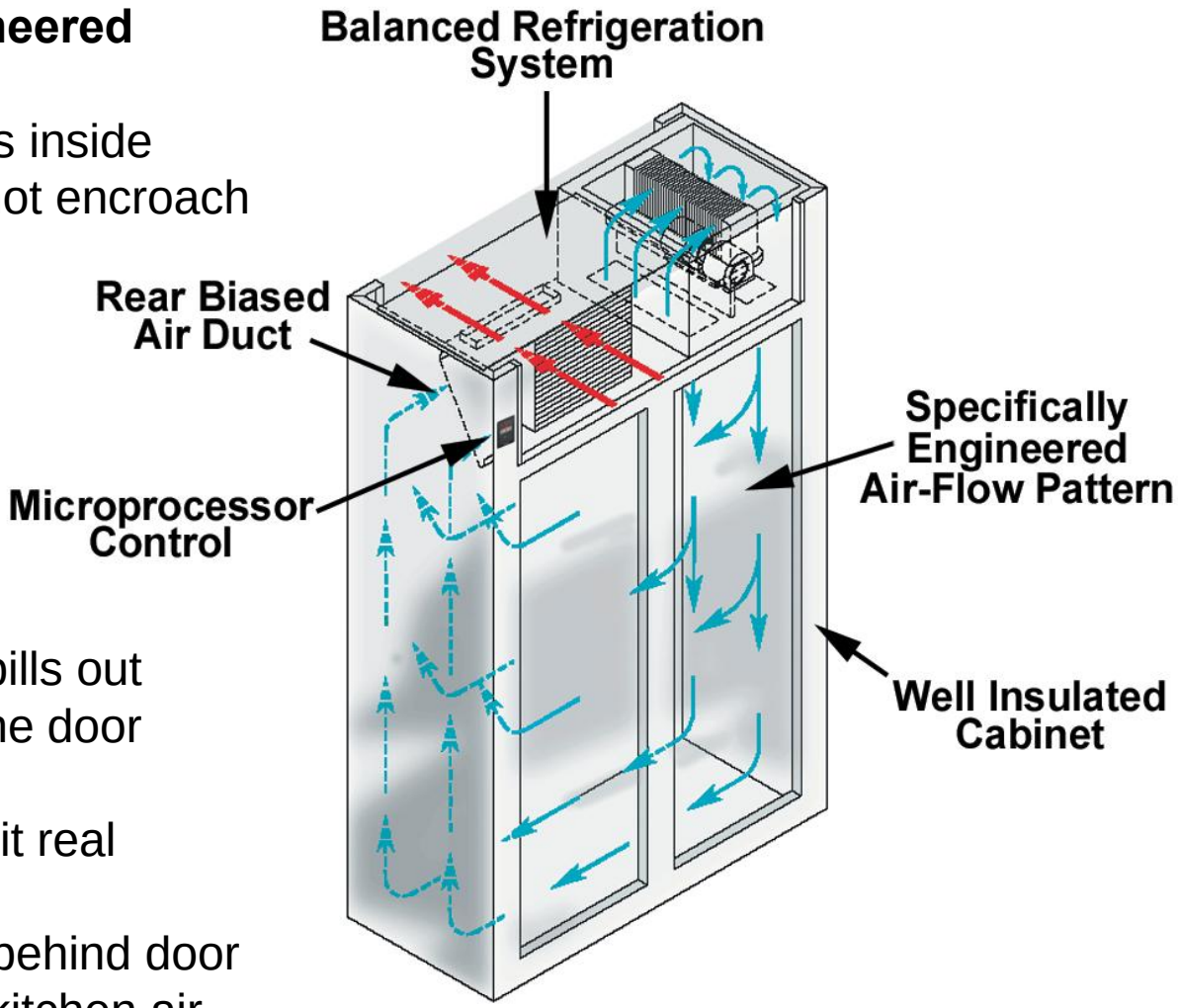
- **Some examples of competition's refrigeration system design**
  - Bottom mounted
  - Oversized & prone to short cycling
  - Condenser in hard to clean location
  - Inflexible capillary tube
  - Flare fittings more prone to leaks



Competition

Traulsen vs. Competition: Air-Flow Pattern

- **Traulsen's specially engineered air-flow pattern**
  - Clockwise, cold air stays inside
  - Load-sure guard does not encroach upon storage space
  - Biased return air duct protects system from warm kitchen air
- **Some examples of competition's air-flow pattern**
  - Back to front, cold air spills out the bottom every time the door is opened
  - Air distribution ducts limit real storage space
  - Return air duct located behind door opening, ingests warm kitchen air every time door is opened

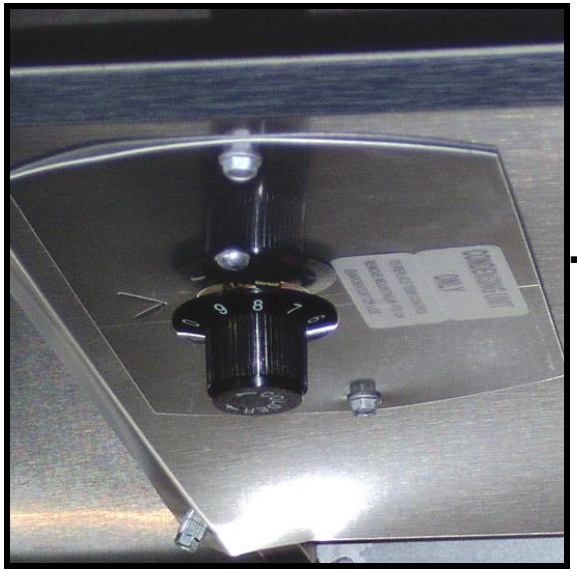


Traulsen vs. Competition: Controls

- **Traulsen's patented microprocessor control**
  - Face mounted for operator convenience
  - Much greater precision than electromechanical
  - No moving parts to wear out
  - Easy to read 3-digit temp display
  - ºF or ºC scale display ability

Traulsen

- **Some examples of competition's controls**
  - Sometimes located in the food zone (see right)
  - Imprecise electromechanical types
  - Many moving parts (time clock, etc.)
  - Dial thermometer used on many brands



Competition

Critical Issue: Temperature Maintenance

Approx. Deterioration Rate of Fresh Produce

Storage Temp	Rate of Det.
68˚ F	8 to 10
50˚ F	4 to 5
41˚ F	3
37˚ F	2
32˚ F	1.25

- **The operator assumes performance is equal among brands, but its not!**
- **So what does quality system design, air-flow and controls mean for them?**
  - Food Cost: product shelf life negatively effected by improper temps. ex. Milk: Below 41˚ F up to 7-days, over 45˚ F, 3-4 days at best
  - No good method to track loss due to improper holding temps (as premature & over shelf life waste typically grouped together), but both are costing the operator
  - Think of how much food is stored in the avg. reach-in refrigerator? $100's? $1,000's?
  - If as little as $25 of food a week is prematurely wasted, the operator is losing approx. $1,300 a year. Imagine if its more than $25?
  - Quality performance provides for both safer food & maximized shelf life, reducing food cost

Critical Issue: Energy Efficiency

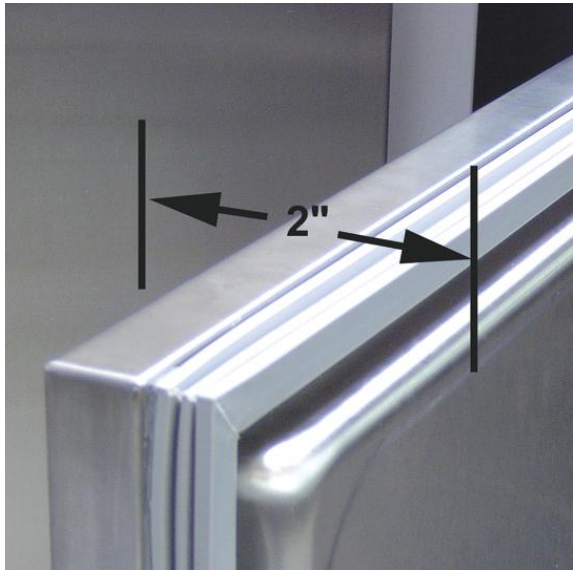
- **Energy Star, DOE, CEC, CEE, who are they?**
  - Energy Star: Sets the **EFFICIENCY** threshold
  - DOE: their standard determines what can **LEGALLY BE SOLD** in US
  - CEC: CA Energy Commission, they got it started
  - CEE: Consortium of Energy Efficiency, SI Group

- **What's going on?**
  - E-Star vers. 2 (Jan.10) is current efficiency std.
    - Goal to identify top 25% of market
    - 6/09: 1632 models, 6/10: 738 models approved
  - DOE's legal sell level equals pre-2010 E-Star std.
  - CEC & CEE currently in hold mode
  - EPA/DOE/E-Star working to develop better, more consistent, enforceable stds. Next action 2016

Traulsen vs. Competition: Doors

- **Traulsen's door design**
  - Deadbolt type cylinder lock
  - Raised metal door pan protects gasket
  - Metal door handle/cam-lift hinges
  - Self-closing with stay-open feature
  - Opens a full 180°
  - Light switch concealed within hinge

- **Some examples of competition's door design**
  - Some bottom half doors not supplied with locks
  - Flat door pan design **does not protect gasket**
  - Door pan made of plastic which can break
  - Plastic door handle, **reduces insulation depth**
  - No stay open feature with many using spring loaded hinges which **ware out**
  - Cannot open 180° without hinge damage
  - **Exposed light switches**

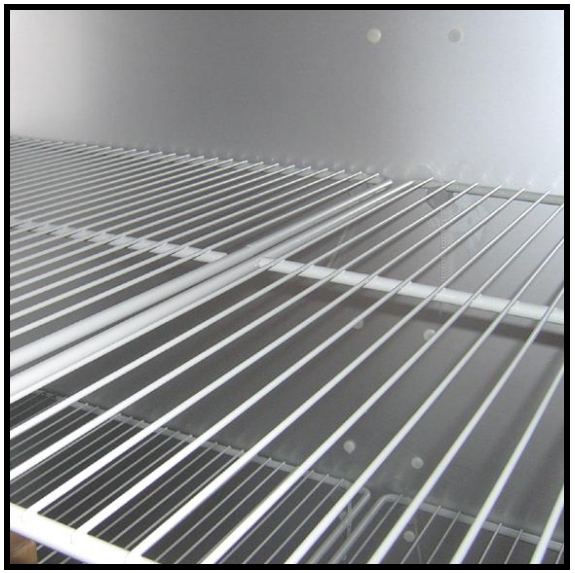


Traulsen

Competition

G-Series vs. Competition: Interior Arrangements

- **Traulsen's interior arrangements**
  - Convenient shelf pin mounting system, removable without tools
  - Shelves rated for 225 lbs. each
  - No gaps between shelves
  - No "junior" shelves
  - Nearly the entire cabinet is usable
- **Some examples of competition's interior arrangements**
  - Pilasters, which require tools to remove
  - Shelf rating unknown
  - Some gaps between shelves (see right)
  - Many use junior shelves
  - Actual storage space may be less than shown on their spec sheets (compare to energy star list)



Traulsen

Competition

Traulsen vs. Competition: Cabinet Construction

- **Traulsen's cabinet construction**
  - All metal construction
  - 100% foamed in place insulation
  - One-piece sides
  - Lift-up louver assembly
  - Stainless steel breaker caps
- **Some examples of competition's cabinet construction**
  - Plastic often used, much more likely to break
  - Not 100% foamed in place insulation, weakens cabinet
  - Two-piece sides
  - Secured louver, difficult to remove for regular condenser cleaning
  - Plastic breakers, prone to breakage (adding lifetime service costs)

Traulsen

Competition

G-Series: Is it a Duct or a Guard?

This...

Prevents all the problems associated with this...

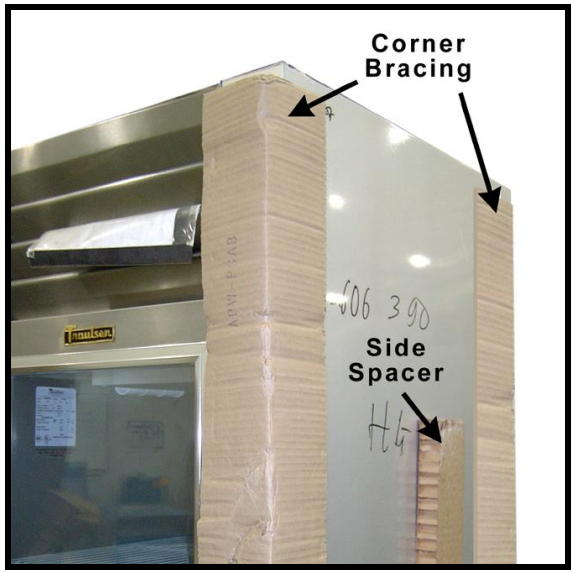
- **Load-Sure Guard, That sounds like an air-duct. I thought Traulsen didn't need those?**
  - Much of the competition requires 2" spacing down the side of the interior to ensure proper airflow but make no other provision to insure proper airflow.
  - Improper loading could prevent cold air from getting to the cabinet bottom
  - The "Load-Sure" guard acts as a failsafe, making the cabinet practically operator proof
  - And it is only 1-1/4" deep, so it actually provides for more, not less, storage space
  - Your customer can now load it and forget it
  - This promotes proper air flow and temperature performance while preventing unnecessary service calls

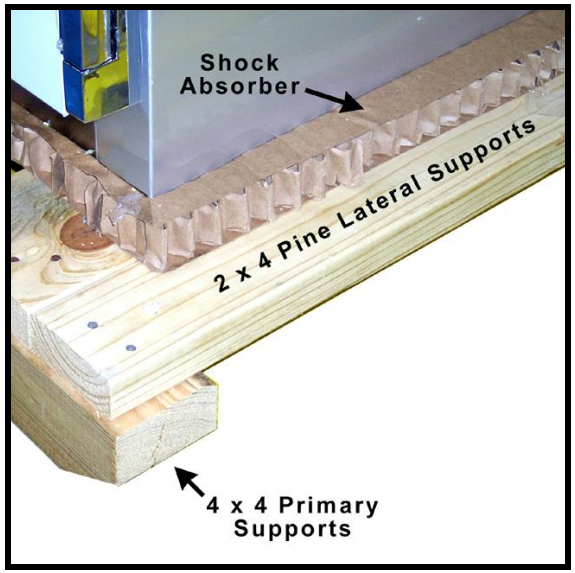
G-Series vs. Competition: Value Added

- **Traulsen's value-added features**
  - Lifetime door handle/hinge warranty
  - 1 Yr Service/Labor, 5 Yr Compressor warranties
  - Warranty begins at time of **ACTUAL** install
  - F.O.B. destination, including fill-in orders
  - Free lift gate delivery (1 & 2 sections only)

- **Some examples of the competition**
  - No lifetime door handle/hinge warranty
  - Limited or optional warranties
  - Warranty begins at some time from shipment
  - F.O.B. destination origin (customer pays)
  - No free lift gate delivery (customer pays)

Critical Issue: Freight Damage

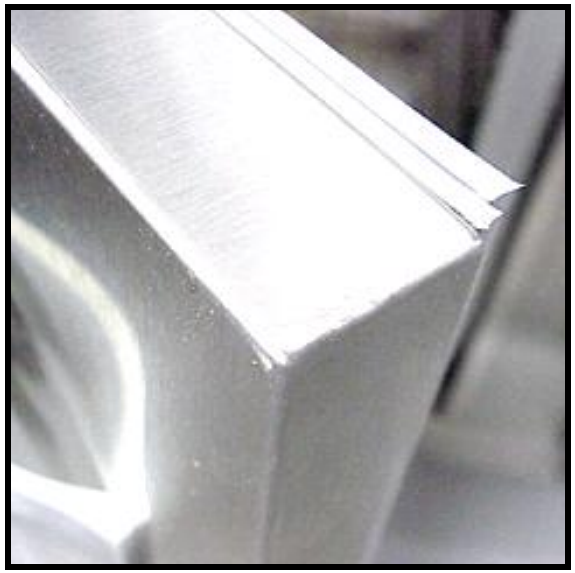




- **In the event of freight damage everyone loses**
- **Traulsen recognizes this situation, packaging to withstand repeated handling**
  - Durable oversized skids built with 4 x 4 runners do not fold over like 2 x 4 runners
  - Pine skid does not splinter easily like plywood
  - Corrugated shock absorbers protect the cabinet bottom from damage while traversing rough roads
  - Corner bracing and side spacers prevent dents caused by blunt horizontal impacts
  - Durable exterior crating protects against the elements

Cabinet Differences

- **The R, A & G Series all epitomize the high quality design and construction Traulsen is so well known for because the manufacturing process is essentially the same.**
- **However the basic R & A Series cabinet differs from that of the G-Series in a few significant ways**
  - Finish: stainless steel exterior
  - Door corners: welded & polished (seamless)
  - Interior: Plated wire shelves
  - Supports: mounted standard on stainless steel legs (casters optional)



Traulsen

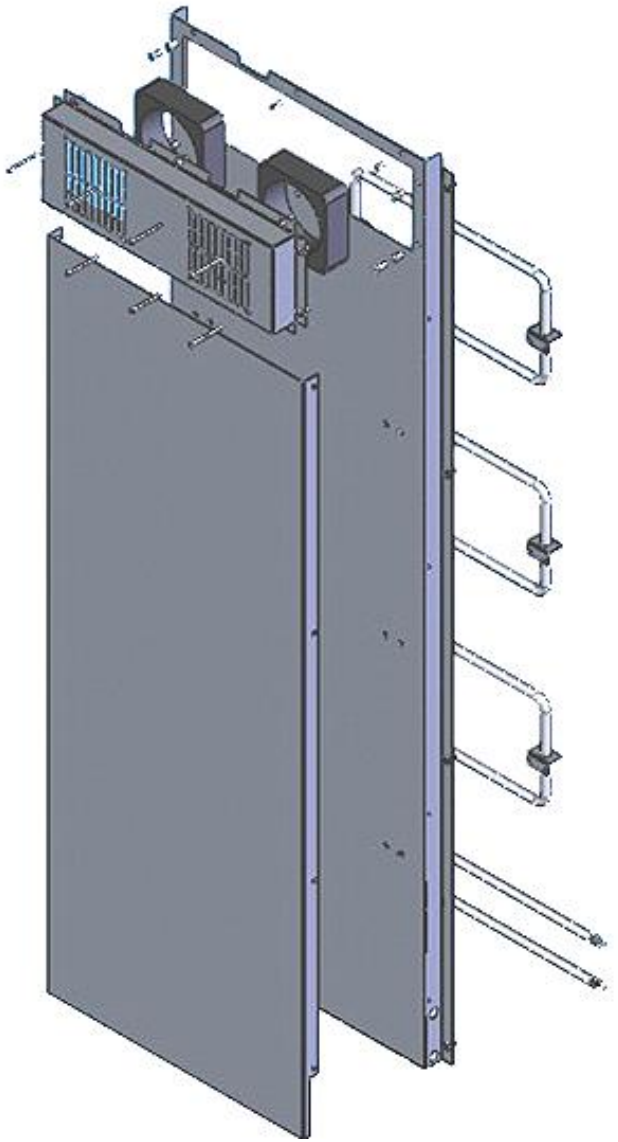
Delfield

Additions to the G-Series Line

- **Traulsen's G-Series freezers CAN operate @ -10°F**
  - Set to operate @ 0 to -5°F in factory
  - Can be set in field to operate @ -10° in up to 90°F environments
- **Hot Food Holding Cabinets available in a G-Series**
  - Operates @ 140-180°F
  - Low watt-density heating element
  - Even temps top to bottom = safer food & less shrink (improved food cost)
- **G-Series Pass-Through Units now available**
  - Value-Engineered School Spec?
    - Pass-Through G-Series provides you with bidding alternatives

G-Series Hot Food Holding Cabinets

- **1 & 2 Section Solid Door Reach-In & Pass-Thrus**
- **All built with the best hot food holding system available today!**
  - Operates @ 140-180˚ F
  - Low watt-density heating element
  - Uses less energy
  - Runs much cooler than traditional strip heaters
  - Offers much longer expected life
- **Ownership advantages**
  - Even temps top to bottom = safer food & less shrink (improved food cost)
  - Efficient operation – all models Energy Star listed = reduced utility cost
  - Quicker start-up = daily operator convenience
  - Long heater life, patented microprocessor control and special hot food gaskets = greater reliability and reduced lifetime service costs



Food Cost: The Cost of Waste and Poor Quality

- **Traulsen:** Microprocessor Control, TXV, Superior Air-Flow, Biased Return Air-Duct, etc.
- **Competition:** Electromechanical Control, Cap-Tube, B to F Air-Flow, Heat from Bottom Mount System, etc.
- **Fact:** No brand claims better refrigeration performance than Traulsen

Approx. Deterioration Rate of Fresh Produce

Storage Temp	Rate of Det.
68° F	8 to 10
50° F	4 to 5
41° F	3
37° F	2
32° F	1.25

Item	Cost
Estimated $ Impact of Food waste when using competitor	$1.00 / week
Annual Cost	$52 / year
Expected Service Life	15 years
Total Lifetime Food Cost Difference	$780

** Per ASHRAE Handbook*

How About Utility Cost

- **Traulsen:** 12.48 KWH/Day for 46.0 cu. Ft.
- **Competition:** 12.71 KWH/Day for 42.1 cu. Ft.
- **Fact:** Traulsen .23 KWH/Day more efficient than smaller capacity Brand “T” unit

Item	Brand-T	Traulsen
Kilowatt Hours per Day (KWH/Day)	12.71	12.48
Annual Electrical Cost @ .11 KWH	15 years	15 years
Lifetime (15 years) Utility Cost	$7,654	$7,516

ENERGY STAR AWARD 2008 PARTNER OF THE YEAR

ENERGY STAR AWARD 2010 SUSTAINED EXCELLENCE

ENERGY STAR AWARD 2009 PARTNER OF THE YEAR

ENERGY STAR AWARD 2011 SUSTAINED EXCELLENCE

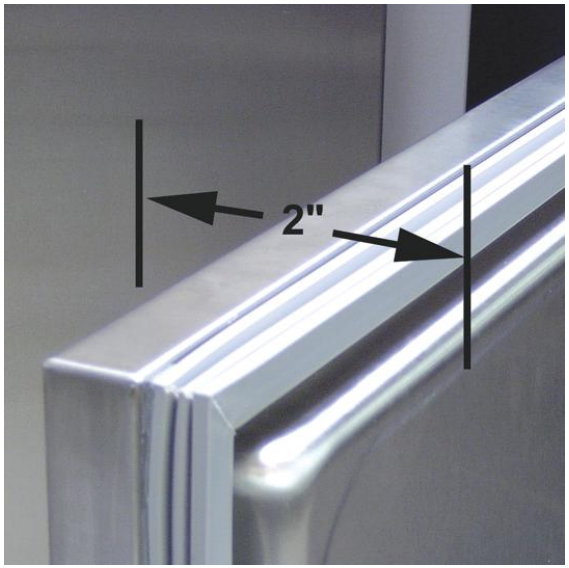
ENERGY STAR AWARD 2012 SUSTAINED EXCELLENCE

Temperature Control and Time Clock

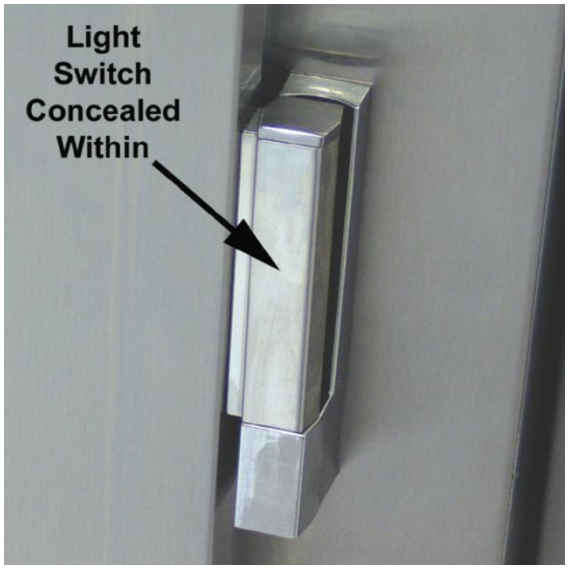
•**Traulsen:** Temperature Control change frequency 10% and Defrost Time clock frequency **0%**

Competition: Temperature Control change frequency **50%** and Defrost Time clock frequency **50%**

Door Gasket Protection and Concealed Light Switch



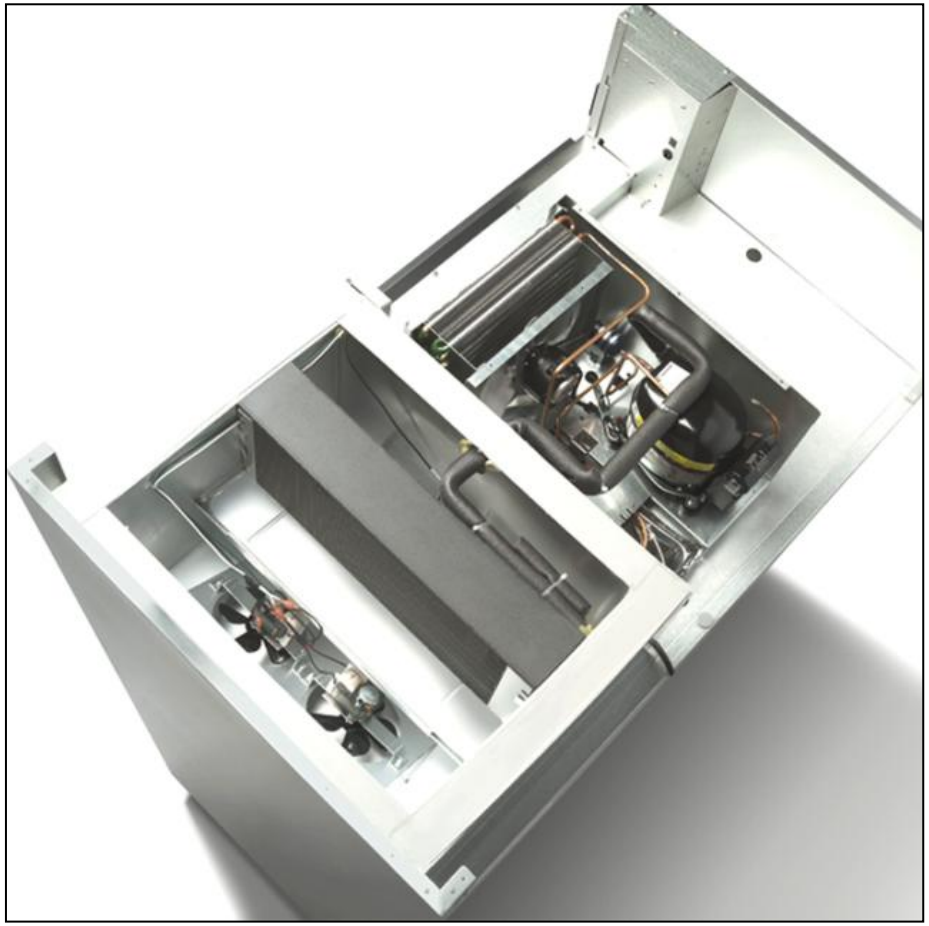
- **Traulsen:** Gasket replaced every fourth year, light switch likelihood 1%
- **Competition:** Gasket replaced every third year, light switch likelihood 100%



Compressor Failure

- **Traulsen:** Likelihood of failure 5%

- **Competition:** Likelihood of failure 25%

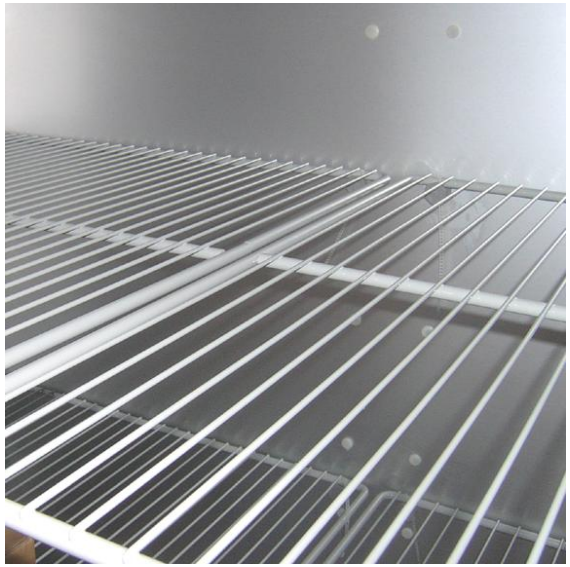


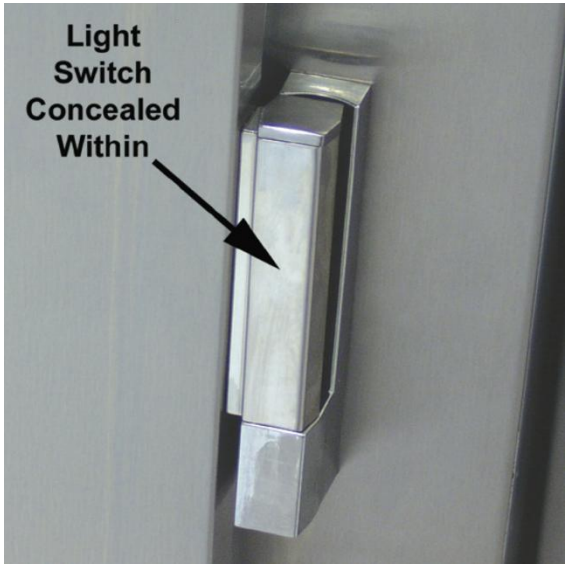
- **Fact:** Traulsen has an easy to lift louver with a front facing coil that is much easier to clean than that of the competition. Many competitor coils cannot be accessed without a ladder.

Additional Considerations

- Lifetime Warranty on hinges and handles
- Installed Interiors
- **Free Freight**

  - You tell us, what is the value?





Additional Considerations

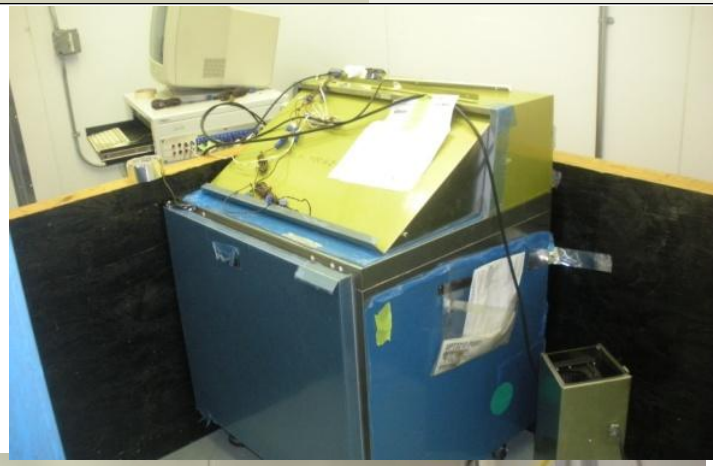
Certified Test Facility

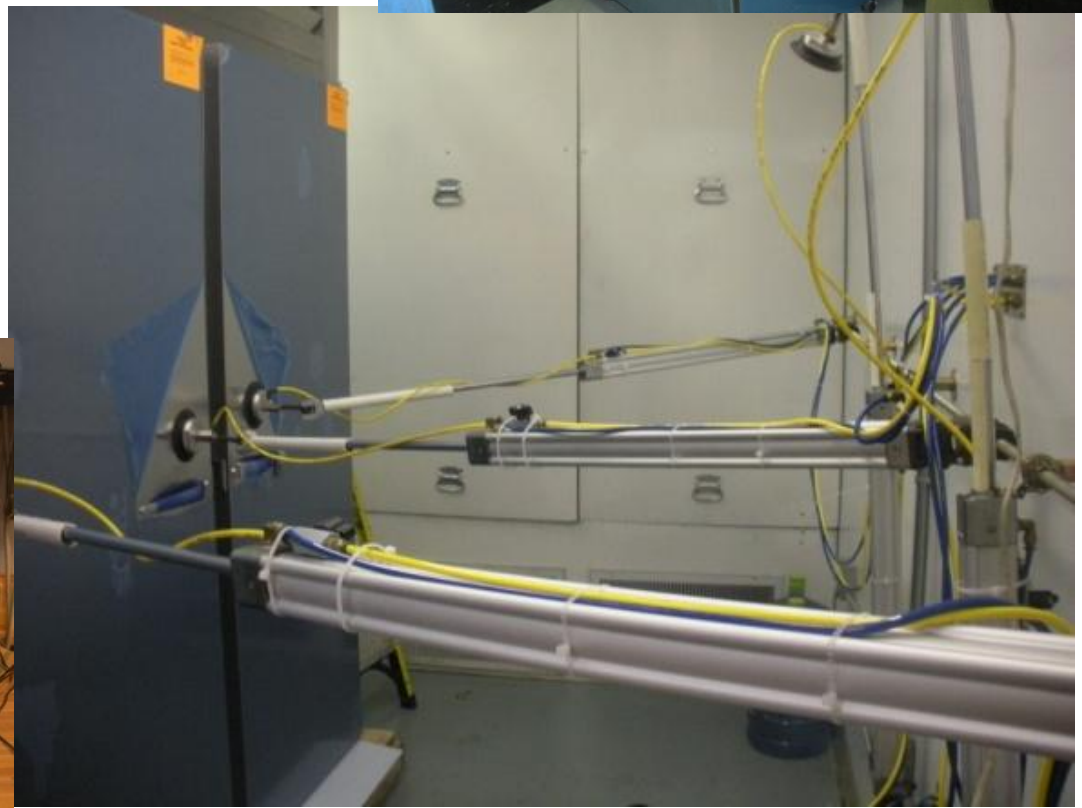
Robust Product Testing

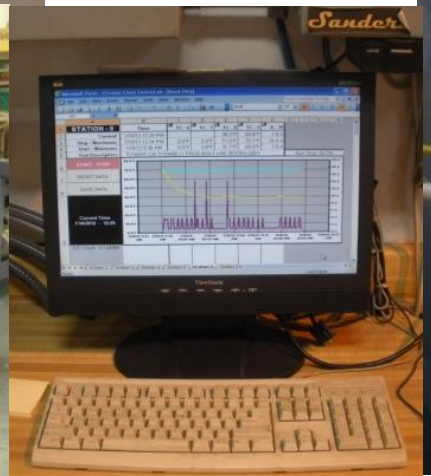
Detailed Data

Collection

& Analysis





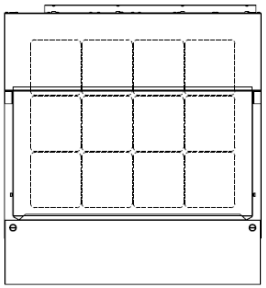


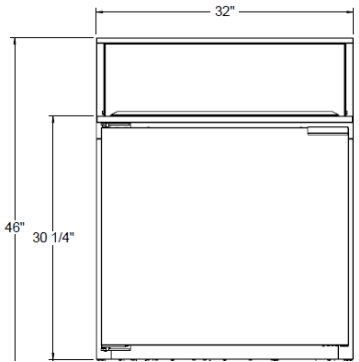
G-Series Ownership Benefit Summary

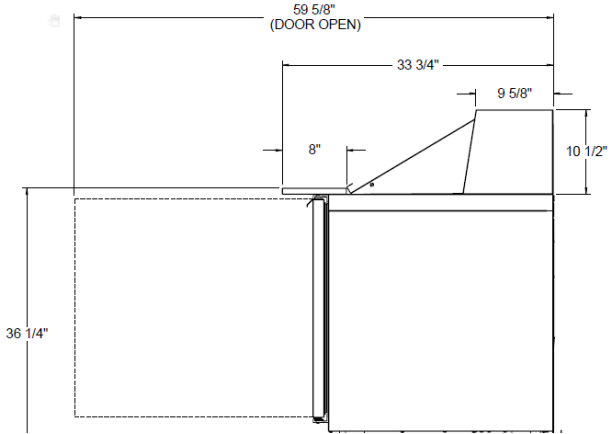
- **G-Series offers your customers real value by virtue of cost savings through…**
  - Reliable equipment operation
  - Energy efficiency
  - Reduced food loss/waste
  - Large useable storage capacity
  - Reduced lifetime maintenance cost
  - Ease of routine maintenance
  - Long equipment life
  - Value-added warranties
- **Please also remember that the G-Series meets or exceeds the standard specs and performance of every other brands top tier offering except in the areas of…**
  - Anodized aluminum interior finish
  - Epoxy coated shelving (against some)

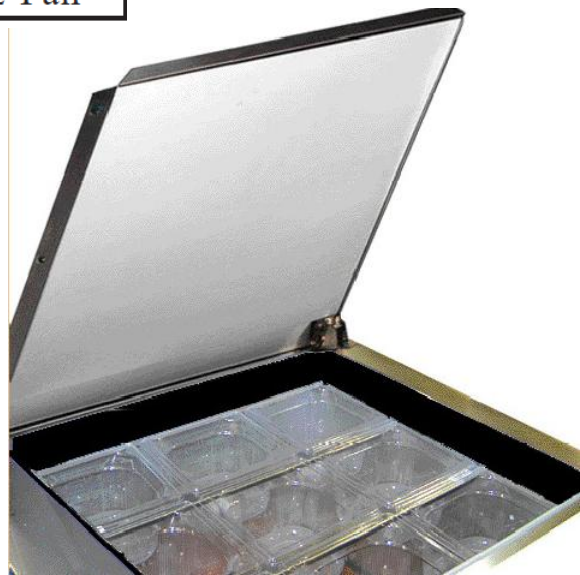
32 inch width now available on our G-Series Horizontals !

Model	Description
UHT32-L or -R	32" Compact Refrigerator
ULT32-L or -R	32" Compact Freezer
UST328-L or -R	32" Compact Low Profile Prep 8-Pan
UST3212-L or -R	32" Compact Low Profile Prep 12-Pan
UPT328-L or -R	32" Compact High Profile Prep 8-Pan
UPT3212-L or -R	32" Compact High Profile Prep 12-Pan









The Newest Additions to the G-Series Line

Traulsen
TRUSTED.

Drawers now available on our G-Series Horizontals !

Compact Undercounters (refrigerators only):

UHT27-D	2 Drawers
UHT32-D	2 Drawers
UHT60-DD	4 Drawers

Compact UST Series Prep Tables (low profile flat cover):

UST276-D	2 Drawers
UST279-D	2 Drawers
UST328-D	2 Drawers
UST3212-D	2 Drawers
UST6012-DD	4 Drawers
UST6024-DD	4 Drawers

Compact UPT Series Prep Tables (roll-top lid & over shelf):

UPT276-D	2 Drawers
UPT279-D	2 Drawers
UPT328-D	2 Drawers
UPT3212-D	2 Drawers
UPT6012-DD	4 Drawers
UPT6024-DD	4 Drawers

The Newest Additions to the Traulsen family

Safe Food Cooling Made Easy

Using Traulsen's new epicon equipped blast chillers!

epicon

The ultimate in usability. And dependability.

TBC1H & TBC1HR

TBC13

TBC5

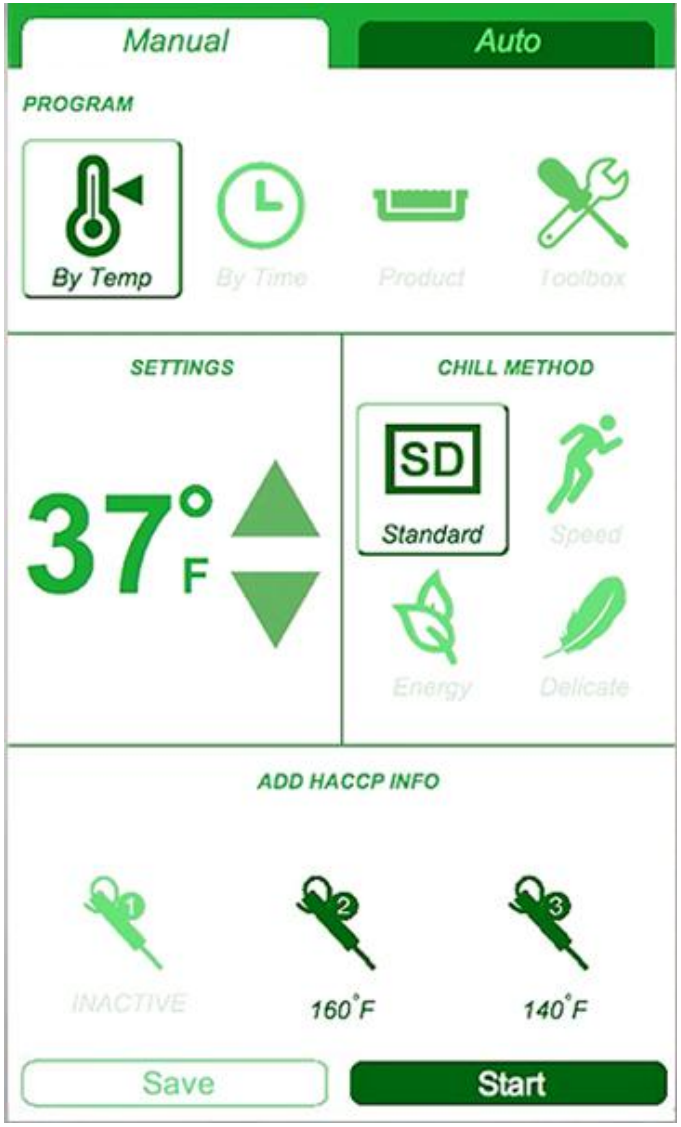
The new Traulsen TBC family of Blast Chiller/Freezers

Greatly Improved Ease of Use

The easier something is to do, the more likely it will be done correctly!

- **This is particularly true with blast chilling**
- **If cycles are not started right, food safety can be compromised**
- **Traulsen provides two distinct operating modes**
  - Auto: insures safely chilled product
    - no buttons to push
    - insert probe and chiller starts automatically
  - Manual: provides total control
    - adjust cycle parameters as needed
- **The makes the same blast chiller ideal for both the novice and advanced operator**
- **This will also encourage experimentation**
- **Each new product adds to the chiller's ROI**

- **Other "Ease-of-Use" Features**
  - Operator can save/recall chill "recipes"
  - Control interface also used by Baxter ovens
  - Software updates can be easily up-loaded
  - Innovative defrost allows anytime cycle start
  - Either mode allows entry of HACCP data



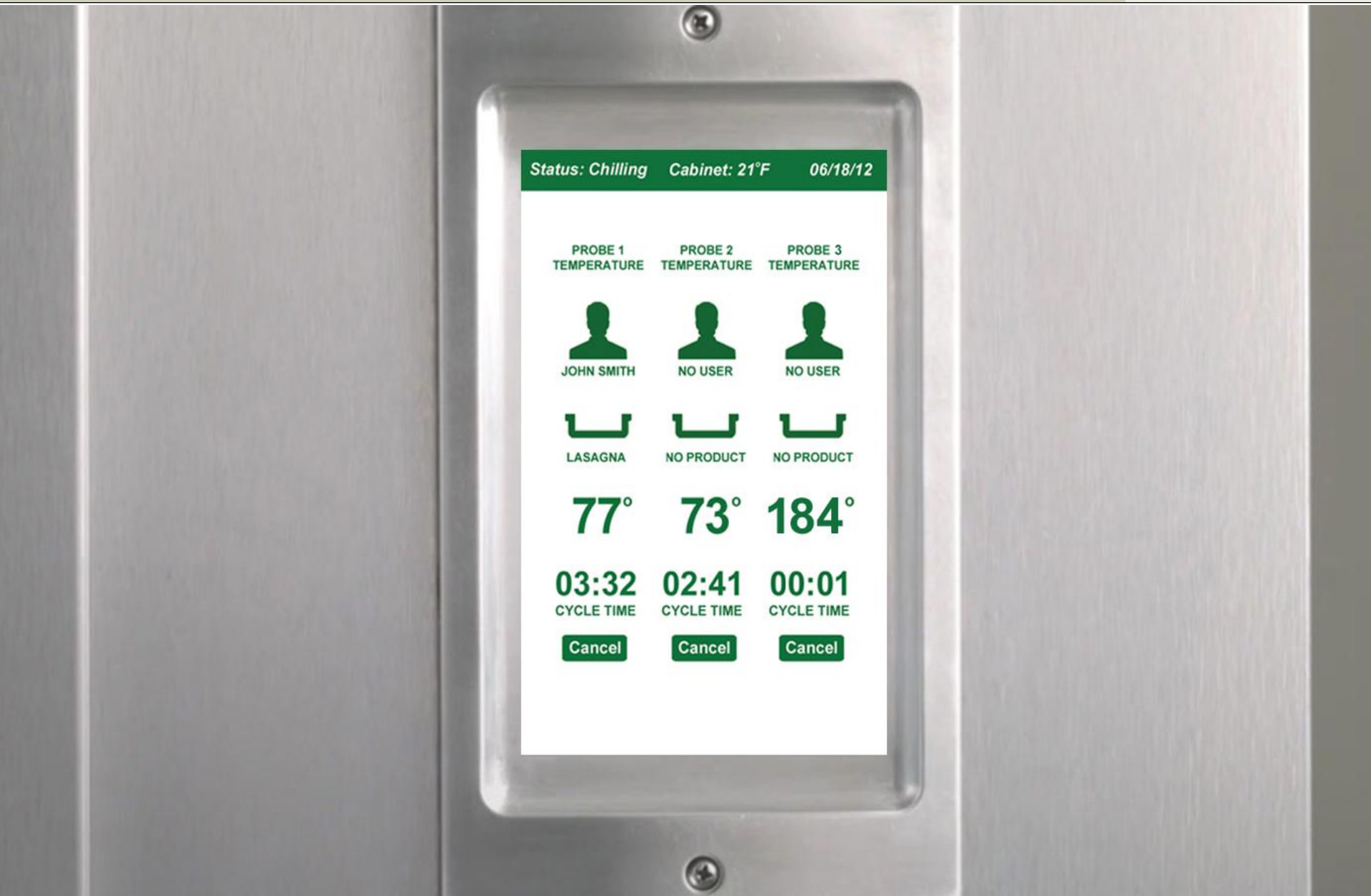
Operational Flexibility

Epicon incorporates EVERYTHING Traulsen has learned about blast chilling

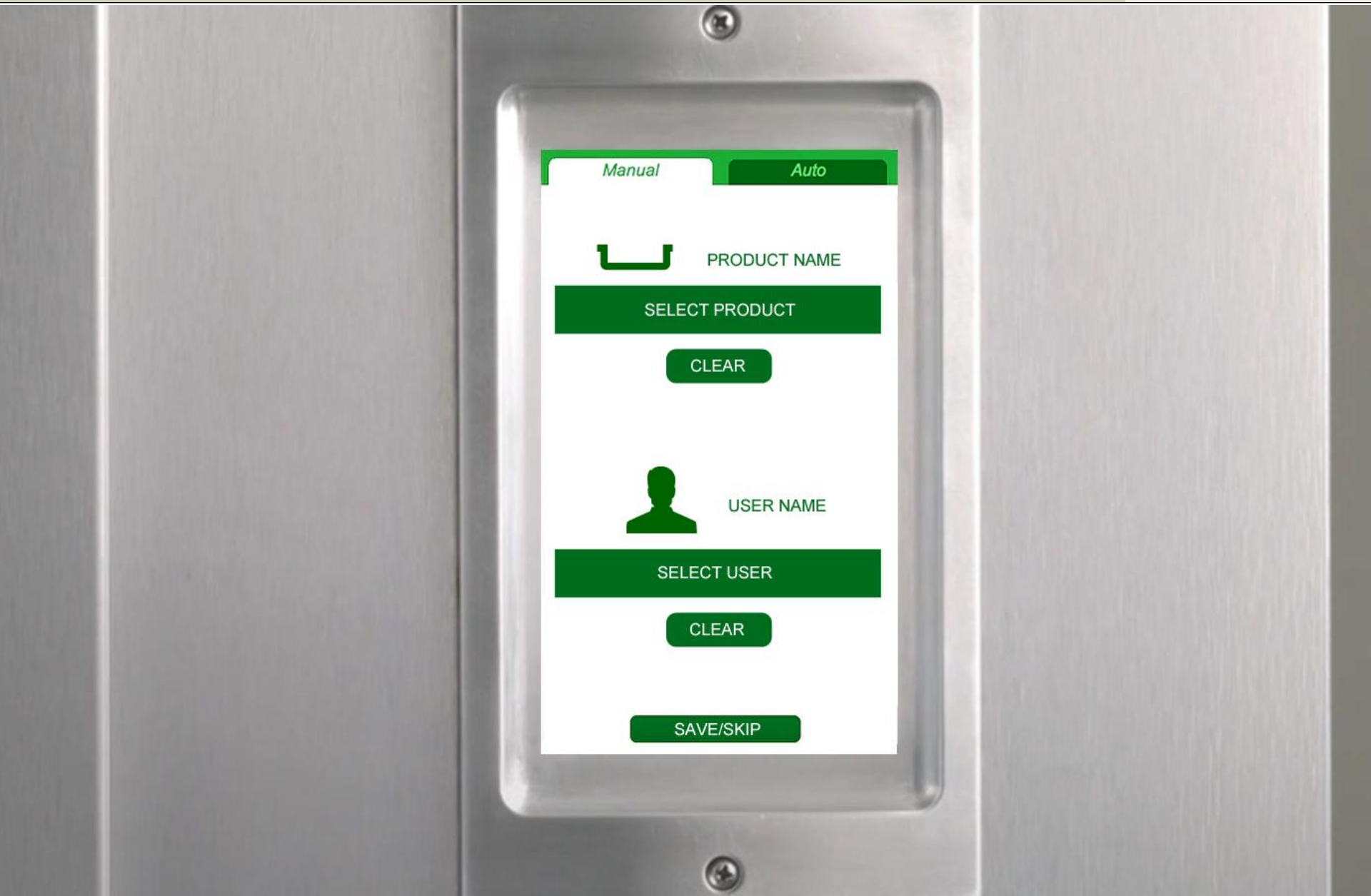
- **Operating features of the epicon control**
  - Chill by **TIME**, **TEMP** or **RECIPE**
  - Adjustable target temps from 40 to -5 degrees F
  - Target times adjustable in 5-minute increments
  - **CHILLS** then holds or **FREEZES** then holds
  - Exclusive **SPEED** & **ENERGY** chill methods
  - **DELICATE** method for refreshing products
  - Exclusive "**TIME-ZONES**" allow multi-batching without probes
  - Independent probe operation
  - Toolbox allows adjustment/customization of all operating parameters, or to easily reset back to factory presets

- **Other "Operational Flexibility" Features**
  - Can be ordered to work with Hobart combis
  - All models fit both 18" x 26" and 12" x 20" pans
  - TBC13 provides 13 pan levels
  - Reduced diameter probes allow for use with smaller, portion sized products

Run Screen Detail

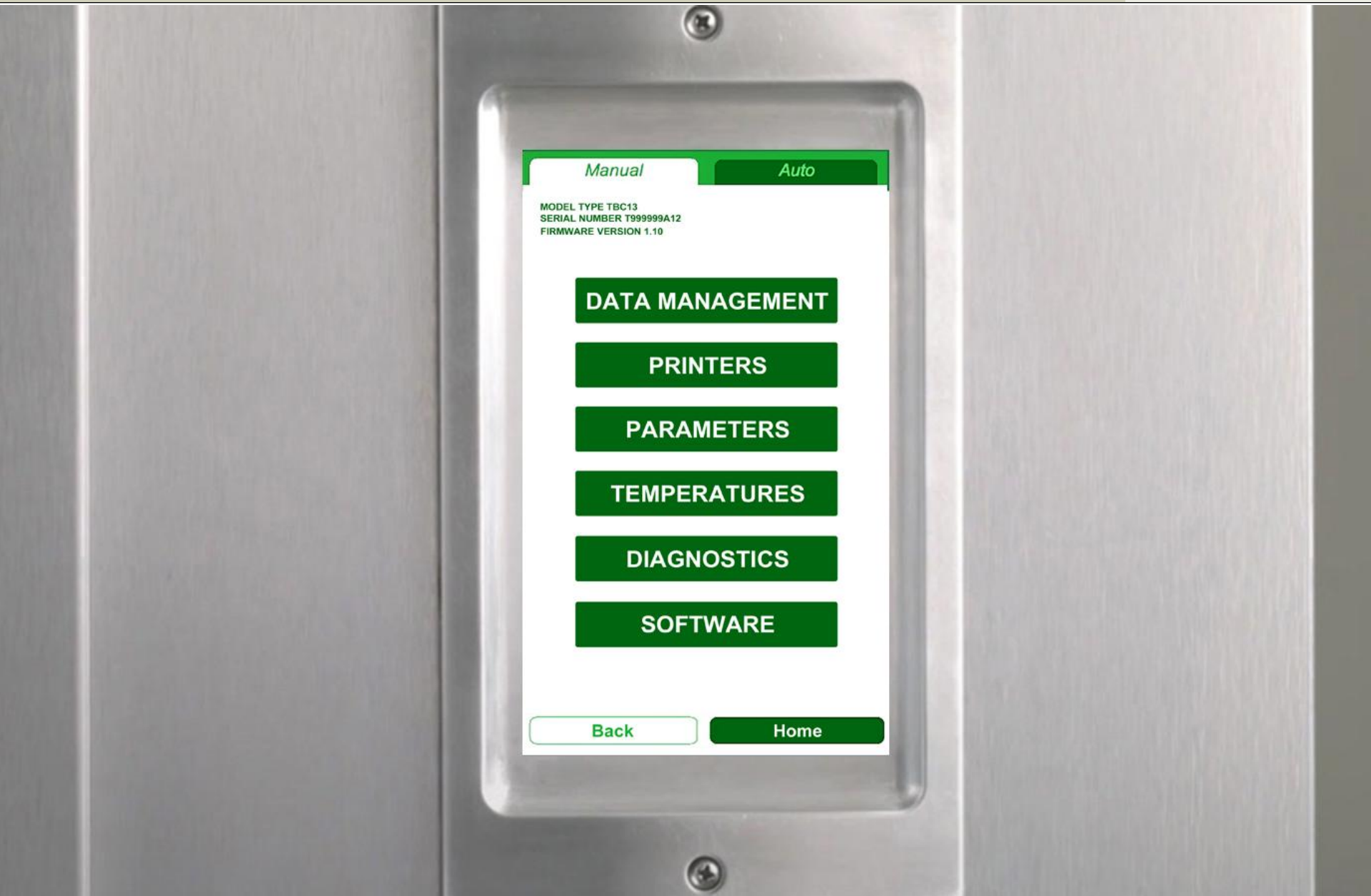


Adding Product & User Names (1)



Adding Product & User Names (2)

The Toolbox Details



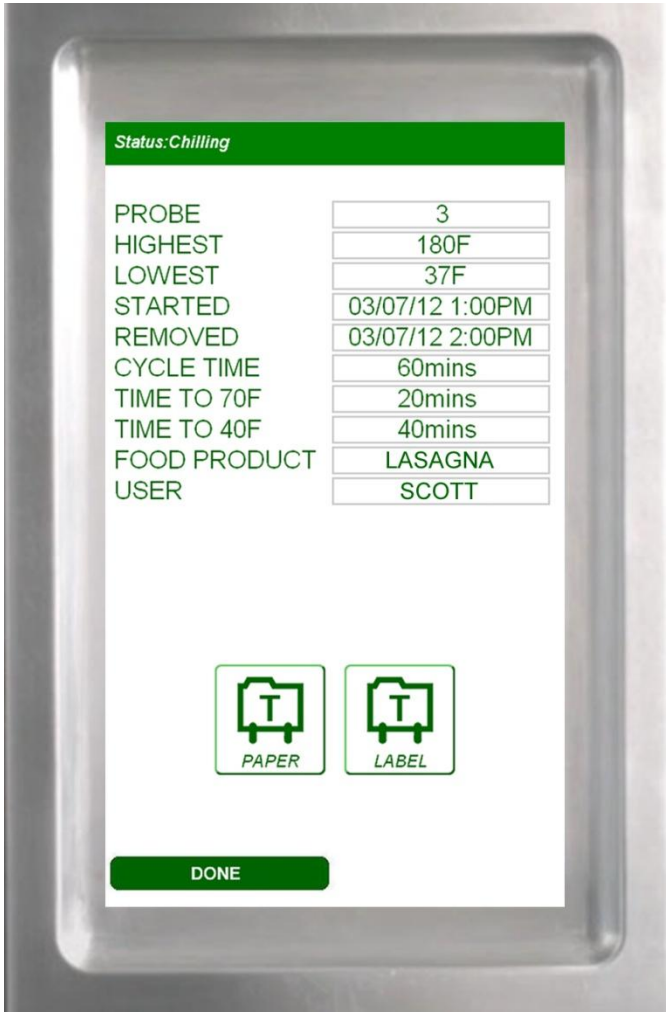
Automatic Cycle Documentation

- **The Importance of Documentation**
  - Verifies time & temp controls
  - Required by Health Dept.
  - Proves “due diligence”
  - Cannot verify process w/o this, resulting in fines or found **NEGLIGENT** in court

- **The Traulsen Advantage**
  - Standard on board printer
  - Can provide all data req’d by HACCP
  - Data is stored for 90-days
  - Control provides for printing:
    - as each batch is completed
    - by individually selected date
    - by adjustable range of dates
  - Documentation:
    - Is displayed on screen
    - Can be printed via on-board printer
    - Communicated through network
    - Transferred using USB data port
      - uploads directly into EXCEL
      - no 3rd party software required

Documentation Detail

On-Screen



Printed Record & Label

TBC5 (replaces model RBC50)

- **Undercounter, Self-Contained**
- **5 pan levels, approx. 100 lb. chill capacity**
- **Same platform as RBC50 but with new control**
- **Epicon touch screen control (durable, reliable & waterproof)**
- **NEMA 5-20P plug, no drain required**
- **Label printer available as an option**

TBC13 (replaces model RBC100)

- **Upright, Self-Contained**
- **13 pan levels, approx. 200 lb. chill capacity**
- **All new platform**
- **Epicon touch screen control (durable, reliable & waterproof)**
- **Control in more ergonomic location**
- **Wider/shallower footprint (41” x 34”)**
- **Front facing condenser for easy cleaning**
- **360 degree service access**
- **Easy Evaporator Access**
- **Pans can be stored on top**
- **NEMA L14-20P plug**
- **Drain or optional condensate evaporator required**
- **Label printer available as an option**

TBC1H & TBC1HR (replaces RBC200/RBC200RT)

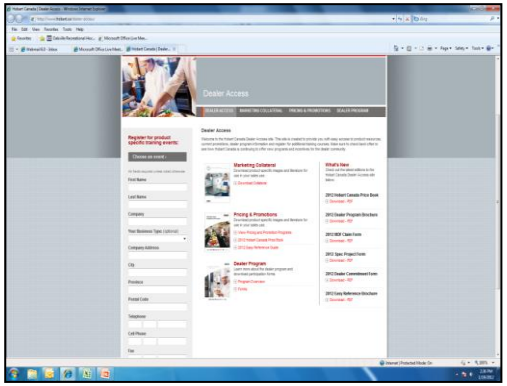
- **TBC1H = Roll-In Model**
- **TBC1HR = Roll-Thru Model**
- **Self-Contained Maintenance System**
- **Requires Remote Blast Chill System**
- **1 x 72” High Rack Capacity**
- **Approx. 300 lb. chill capacity**
- **Same platform as RBC200 but with new control**
- **Epicon touch screen control (durable, reliable & waterproof)**
- **NEMA 5-20P plug, drain or optional condensate evaporator required**
- **Optional condensate evaporator installed within cabinet footprint**
- **Label printer available as an option**

Superior After Sale Support

- **Designed & built in North America**
- **Operators often require some help to maximize…**
  - Food Safety
  - ROI
- **This is a real area of Traulsen advantage**
  - We help fit the chiller into YOUR operation
  - Not alter your operation to fit the chiller
  - Custom support materials available
  - Simple Operation Guide
- **Provided standard with…**
  - Owner's manual
  - Video

Next Steps

This presentation is available now on Hobart's exclusive Dealer access web site, under Marketing Collateral
www.hobart.ca/Dealer-Access



Be sure not to miss our next E-Learning:

- Sept 18: Traulsen Reach In
- Oct 4th & 30th: Vulcan Ovens & Steamers

Want more of what you've seen today? Sign up for one of our industry leading factory training sessions

- ~~Vulcan Sept 25-26 in Baltimore MD~~
- ~~Hobart University Oct 15-18 in Troy Oh~~ Booked to capacity!
- 2013 Factory session dates are being planned now…stay tuned!

Thank You!!!

Please visit www.traulsen.com for more information